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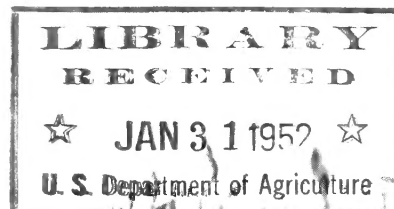
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1951 SEASON

COKER'S PEDIGREED FALL GRAINS

1951 BREEDER'S REGISTERED SEED

Coker's Victorgrain 48-93 oats showing heavy, well balanced heads and stiff, storm-resistant straw. This 17 acre field averaged 101.4 bushels per acre.



COKER'S PEDIGREED SEED COMPANY

Hartsville

COKER'S
PEDIGREED
SEED
BLOOD
WILL TELL

South Carolina

The South's Foremost Seed Breeders

Coker's Pedigreed **VICTORGRAIN 48-93 OATS**

1951 BREEDER'S REGISTERED SEED

Coker's Victorgrain 48-93 originated from a selection of Victorgrain, but the line from which it was selected showed definite evidence of being a chance hybrid between Victorgrain and the original Fulgrain (Strain 3). In type it is definitely half-way between these remarkably good parents. It has the extra vigor of the original Fulgrain, the long head of the Victorgrain, the plump grain of both parents, and leans to the original Fulgrain in color, having more of the red.

EXCELLENT EXPERIMENT STATION RECORD

Tests and field records show Victorgrain 48-93 to be more productive than either of its parents. In all of the experiment station variety tests over the South last year, this variety made excellent records. In the Mississippi state oat variety test at Stoneville, Mississippi, Victorgrain 48-93 made an average yield of 79.1 bushels per acre, the highest average yield of any commercially available variety in the test. This record was made with a 78 per cent stand. It showed only 2 per cent lodging, which was the smallest amount of lodging of any variety. The next highest yield in the test was 74 bushels per acre made by Coker Fulgrain 48-107 ('51 breeder

stock). Victorgrain 48-93 also led in the South Carolina test at Edisto Experiment Station with an average yield of 91 bushels per acre; Spalding County, Georgia, test with 72.3 bushels per acre; the test at Headland, Alabama, with 96 bushels per acre; Camp Hill, Alabama, with 80 bushels per acre; and the Prattville, Alabama, test with 86 bushels per acre.

Under field conditions Victorgrain 48-93 has shown a greater tolerance to Helminthosporium (Victoria blight) than the standard Victorgrain, although that disease has not been of any great importance in the past 3 years. This variety has a stiff straw and has excellent cold resistance. It is resistant to 2 of the 3 races of smut prevalent in the South but is susceptible to one race. **For this reason it is important that seed harvested from the 1951 crop be treated with Ceresan this fall.**

BELOW: Coker's Victorgrain 48-93 combines the most desirable qualities of its two excellent parents—Victorgrain and Fulgrain Strain 3.

ON RIGHT: Dr. J. W. Neely, formerly of Stoneville, Miss., who joined our organization in April, 1951, as Director of Plant Breeding and Agricultural Research (on right of photo), and Robert R. Coker, Vice President, are pleased with this seed field of Victorgrain 48-93 oats which produced better than 100 bushels per acre.





THE BEST OAT WE HAVE EVER OFFERED

This oat was first offered by Coker's Pedigreed Seed Company in the fall of 1950. Its records in tests and all round excellent performance convince us that Victorgrain 48-93 is the best oat that we have ever, so far, been able to offer. The Southern oat farmer likes a red oat. He insists on having an early maturing oat; an awnless or beardless oat; an oat with a plump grain and with high feeding value. It must be highly productive, reasonably early in maturity, have good storm resistance and good cold resistance. Furthermore, growth must not be so excessive that it smothers out the young lespedeza plants or similar crops which, in many instances, are of as much importance as the oat crop. All of these good qualities are embodied in Victorgrain 48-93, and it more nearly approaches the ideal Southern type oat for which we have been working. We are pleased to offer our customers Victorgrain 48-93.

DESCRIPTION

Plant: Semi-procumbent—profuse tillering. Cold resistant. Ideal height—about the same as original Fulgrain. Will not interfere with lespedeza or similar crop where interplanted.

Smut Resistance: Resistant to most races, susceptible to one race.

126 BUSHEL PER ACRE AVERAGE ON 16 ACRES

LEFT: Mr. J. J. Erickson, a leading planter of Rt. 4, Yazoo City, Miss., is shown in photo on left proudly examining an armful of his Victorgrain 48-93 oats. Here is what he says about his crop: "... I have been planting Victorgrain oats some six or seven years. Last year I planted my crop in 48-93, and it's the best oat I have ever planted. We had a freeze here in January. The temperature went to three below zero; lots of wet weather early, and practically no rain in May, and I still made 126 bushels per acre. I just wouldn't plant any other oats on my place. Victorgrain 48-93 also is early enough for me to make a crop of late beans on the same land."

BELOW: Our veteran salesman and oat specialist, Bob Entzminger, says: "Our Victorgrain 48-93 oat is the best variety to leave the Coker farms since I started with the Company 18 years ago."



Rust Resistance: Highly resistant to crown rust.
Blight Resistance: Significantly more tolerant than previous strains.
Season: 7 to 10 days earlier than Stanton, Letoria, Arlington, Lee.
Heads: Long and well balanced.
Straw: Very stiff, storm resistant. Ideal for combining.
Grains: Larger than in strains previously grown. Attractive, bright, resisting weather stain. Plump, well-filled groat, high feed value.
Production: One of the best varieties which we have bred or tested.
Uniformity: The most uniform variety that we have ever released.

PRICES

1 to 16 bushels	\$3.75 per bu.
16 to 48 bushels	\$3.50 per bu.
48 to 100 bushels	\$3.25 per bu.
100 bushels and up	\$3.00 per bu.

F.O.B. Hartsville, S. C., and Memphis, Tenn.

These Oats Treated With New Improved Ceresan.

See page 11 for 1951 season grower reports on Victorgrain 48-93 oats.

N. C. MAN GROWS 124 BU. PER ACRE

Photo on right shows Addison Mills, successful grain farmer of Union County, N. C., and Coker Distributor Starnes of the Secrest Feed & Seed Co., Monroe, N. C., examining a beautiful lot of Coker's Victorgrain 48-93 oats grown by Mr. Mills. He writes: "I sowed 6 bushels 48-93 Victorgrain oats in the middle of last October on 3½ acres of corn land, and harvested 434 bushels from this field in June. I like this oat, for it stands up well, is early and yields heavier than any oat I have ever grown."

BELOW: Henderson Brothers, outstanding farmers and merchants of Miller's Ferry, Ala., grew this excellent crop of Victorgrain 48-93 oats. Mr. Fred Henderson of this firm says, "The oats did fine. There was no winter killing. Our yield was 168,310 lbs. on 100 acres." (52.6 bushels per acre.)



Coker's Pedigreed

RUST RESISTANT FULGRAIN OATS

1951 BREEDER'S REGISTERED SEED

(Tested as Fulgrain 48-107)

Fulgrain oats were bred and introduced in response to a strong demand in the South for an early combine type. Prior to the development of Fulgrain, the only early oat was Fulghum, which lacked storm resistance, and also was frequently devastated by crown rust.

By careful re-selection, we have constantly improved Fulgrain in uniformity, productivity and quality. It continues as the outstanding variety in the class of very early oats. The only other varieties of comparable earliness (Fulghum and Delair) are susceptible to rust and smut. Fulgrain shows high resistance to both of these diseases, and also is more tolerant to Victoria blight than Fultex or the original Victorgrain.

Where management or rotation practices call for earliness in the grain crop, Fulgrain is unquestion-

ably the first choice of Southern growers. Year in and year out, Fulgrain remains the top favorite of early varieties.

DESCRIPTION

Plant: Semi-erect habit with wide, dark green blades. Cold resistant, profuse tillering, grows to medium height.

Rust Resistance: Highly Resistant to crown or leaf rust; produced a good crop while susceptible varieties were completely destroyed.

Smut Resistance: Resistant to all prevalent races of smut.

Season: The earliest rust-resistant oat grown in the South; 10 to 12 days earlier than Appler.

BELOW: Note profuse tillering, sturdy straw and excellent production of this field of 1951 Breeder's Registered Fulgrain oats.



Heads: Long, well-balanced, heavily fruited.

Straw: Very stiff and storm resistant. Ideal combine type.

Grains: Attractive, bright, resisting weatherstain; plump, well-filled berry; low per cent hull, high feeding value. Occasionally bears a few awns.

Production: One of the safest, most productive varieties we have ever bred or tested.

Victoria blight: Although not resistant, our 1951 strain of Fulgrain has considerable tolerance to this disease.

PRICES

1 to 16 bushels	\$3.75 per bu.
16 to 48 bushels	\$3.50 per bu.
48 to 100 bushels	\$3.25 per bu.
100 bushels and up	\$3.00 per bu.

F.O.B. Hartsville, S. C., and Memphis, Tenn.

These Oats Treated With New Improved Ceresan.

RIGHT: Vernon Aiken, representative of the Goyer Company, one of our Delta seed distributors, with an armful of Coker's Fulgrain oats. This field was grown by Hayward and Jacks of Greenwood, Miss. Mr. Hayward writes us: "I am more than satisfied with my Fulgrain oats. No sign of rust or other disease. They are early enough to combine and still get a corn or bean crop on the same land."

BELOW: T. B. Upchurch, leading farmer and businessman of Raeford, N. C., proudly shows President Wilds a field of Fulgrain oats.



Coker's Pedigreed

COKER 47-27 WHEAT

1951 BREEDER'S REGISTERED SEED

Coker 47-27, a new wheat variety first offered in 1950, was developed in our breeding nurseries from a cross between Fronteira and Hardired. Fronteira, a spring wheat introduced by the U.S.D.A. Cereals Division, carries high resistance to leaf rust, many races of stem rust, and some degree of resistance to mildew. The Hardired parent contributed an adequate degree of cold hardiness for most sections of the South.

Coker 47-27 is a vigorous, stiff-strawed wheat maturing about midseason. In height it is slightly taller than Hardired, but owing to better straw, is more storm resistant, and is an excellent combine type. Being slightly later than Redhart, there is less likelihood of damage from frost occurring after heading.

In productivity, Coker 47-27 has been outstanding. Two-year average results on co-operative tests conducted at 21 stations in 1949 and 19 stations in 1950 located in 10 Southern states show that Coker 47-27 was the highest yielding variety commercially available. In 11 of the 21 tests in 1949, Coker 47-27 produced yields higher than *either* of its 2 principal competitors. Similarly, in 10 of the 19 tests in 1950, Coker 47-27 yielded better than *either* of those 2 varieties. The average yield of Coker 47-27 in the total of 40 tests was 23.6 bushels per acre.

The yield data reported above indicate that Coker 47-27 is very widely adapted throughout the Southern wheat region. However, owing to the more severe winters at the higher elevations of the Piedmont and mountain areas, we recommend that its sowing be confined to the middle and lower Piedmont and throughout the coastal plain.

DESCRIPTION

Plant: Semi-winter habit; good stooling; leafy, vigorous early growth; slightly taller than Redhart.

Straw: Yellow, stiff, storm resistant.

Heads: Erect, square, broad to the tip, with fully filled mesh and closely fitting straw-colored glumes.

Yield: Very satisfactory.

Disease resistance: Relatively tolerant, but not resistant to mildew. Excellent resistance to leaf rust and to the races of stem rust prevalent in the Southeast.

Season: About two days later than Hardired; one week earlier than Fulcaster and Vahart.

Grains: Plump, horny, with high gluten content; excellent in milling quality.

OUT OF STOCK AND NOT AVAILABLE FOR 1951 PLANTING SEASON. WILL BE OFFERED FOR 1952 PLANTING.

LEFT: Photo on left shows stiff, storm-resistant straw, well-filled, erect heads of Coker 47-27 wheat. This variety has excellent resistance to leaf rust, is tolerant to mildew, and is making excellent yields in many parts of the southern wheat belt.



Coker's Pedigreed
COASTAL WHEAT

1951 BREEDER'S REGISTERED SEED

A Variety for the Coastal Plain Section of the Southern Wheat Belt

Coker's Coastal wheat was selected in our Harts-ville nurseries from the cross: Frondosa x Redhart-Noll. Frondosa, a South American variety similar to Fronteira, possesses excellent resistance to leaf rust, the more prevalent races of stem rust, and considerable tolerance to mildew. This hybrid combination has been the source material for several lines which have evidenced remarkable vigor and general adaptation in the coastal plains area.

Coastal produces rapid, vigorous early growth. It is somewhat taller than Redhart and Hardired, but the straw is very stiff and stands well for combine harvesting. Coastal is about two weeks later than Redhart, and one week later than Hardired. The heads are erect to slightly nodding, square and well filled to the tips, and entirely free of awns. Our 1951 stock is remarkably uniform in height and ripening.

Average results of 19 co-operative tests in 1950 show that Coker 47-27 produced 2 bushels more per acre than Coastal, considering the entire area of 10 states. However, Coastal was superior at several

locations in the coastal plain, probably owing to the better mildew tolerance of Coastal. At the Edisto Station, Blackville, South Carolina, Coastal was first of 29 varieties with a yield of 30.8 bushels per acre.

DESCRIPTION

Plant: Vigorous, leafy early growth, good stooling, medium to tall in height. Resistant to leaf and stem rust; tolerant to mildew.

Straw: Stiff, storm resistant, yellow color.

Heads: Beardless, unusually large and long, bearing up to 4 grains per mesh; copper-colored glumes attached firmly enough to prevent shattering.

Yield: Unexcelled in its area of adaptation.

Season: Medium late.

Grains: Large, plump, and of good milling quality.

**OUT OF STOCK AND NOT AVAILABLE FOR
1951 PLANTING SEASON.**

BELOW: Sam J. Hadden, plant breeder in charge of our small grain program, shown examining heads in this field of Coker's Coastal wheat. This wheat stools well and makes a vigorous, early growth. The grains are large, plump and high in protein content.



NOTE

As a service to growers who wish to plant small grains other than the Coker varieties previously described, we offer certified seeds of two varieties of oats. The descriptions are taken largely from reports published by the agencies originating the varieties.

CERTIFIED ARLINGTON OATS

Arlington was selected by Mr. F. A. Coffman, Senior Agronomist, Cereals Division, U.S.D.A., from his cross between a (Lee-Victoria) selection and Fulwin, a late, tall, cold-hardy strain of Winter Fulghum. The female parent selection (Lee-Victoria) was from a cross made by Dr. T. R. Stanton about 20 years ago. Mr. Coffman's cross gave rise to three somewhat similar varieties—Arlington, Coy and Atlantic. Of the trio, Arlington appears to have the most desirable qualities for growing in the Piedmont and lower mountain valleys of the Southeast.

Arlington heads up fairly early, but matures relatively late. Owing to tall and leafy growth, Arlington tends to smother lespedeza or other companion crops. The straw, while tall, is rather stiff, and except on the most fertile soils will stand for combining. The peduncles (or grain stems) are persistent and tend to cling to the kernels. Unless the crop is thoroughly mature and dry, difficulty is experienced in combining and cleaning.

Arlington has resistance to prevalent races of crown rust. Its tolerance to Victoria blight is about equal to that of Victorgrain 48-93. It is susceptible to one race of smut.

PRICE: \$1.85 per bushel, any quantity.

F.O.B. Hartsville, S. C.

These Oats Treated With New Improved Ceresan.

CERTIFIED SOUTHLAND OATS

Southland (C. I. 5207) was developed by Mr. W. H. Chapman at the North Florida Experiment Station. It is a selection from the cross: D69—Bond x Fultex, made by Dr. H. C. Murphy of the Cereal Crops Division, U. S. Department of Agriculture, and the Iowa Experiment Station. Bond was introduced from Australia in 1929; D69 resulted from a cross between Richland and Green Russian; Fultex was a selection from a cross between Fulghum and Victoria.

According to data published by the Florida Experiment Station, Southland is extremely susceptible to cold weather, and therefore is adapted principally to the Gulf Coast region. Southland has an upright type of growth, broad, coarse leaves, vigorous vegetative growth, and large, tall stems. The heads are medium open and contain a rather large number of kernels. The kernel type is variable, ranging from white to yellow, but would be classed as white oats in contrast with red oats more common to the South. Southland is a medium early oat maturing about a week later than Fulgrain.

Southland is resistant to Helminthosporium blight but is susceptible to some other species of Helminthosporium. It is moderately resistant to crown (leaf) rust. Stem rust has caused some small losses at certain locations.

PRICE: \$2.25 per bushel, any quantity.

F.O.B. Hartsville, S. C.

These Oats Treated With New Improved Ceresan.

OUR RESPONSIBILITY: Our seed are all carefully tested for germination and purity before shipment. Attached to every bag of seed we ship is a card on which is printed the percentage of germination and mechanical purity of that particular lot of seed. Under no circumstances, however, can we be responsible for the germination of the seed after they have been planted for there are many reasons for imperfect germination of planted seeds other than their vitality. In no case do we give any warranty expressed or implied as to the productivity or performance of our seed.

YOUR PROTECTION: Our seed are all sent out in bags labeled "COKER'S PEDIGREED SEED" and bearing our Registered Red Heart Trade Mark. Each bag also bears our O.K. tag and is officially sealed before leaving our warehouse. No seed is genuine "COKER'S PEDIGREED SEED" unless it bears our official O.K. tag under seal and our Registered "TRADE MARK." Protect yourself by insisting

upon having only seed bearing our official O.K. tag and Registered Trade Mark.

OUR CLAIMS: The claims we make for our seed are based on their actual performance in our breeding plots, variety tests and increase fields. They are ALL bred, grown, prepared, tested and stored under our personal supervision and control.

EFFECT OF GROWING CONDITIONS: Our descriptions are based on the actual records that our varieties have produced in our tests, and they will show the same characteristics elsewhere under the same conditions. Drought or POOR CONDITIONS will result in a reduced yield and poorer quality—no matter what variety is planted.

ONE PRICE POLICY: Our Company has, since its beginning, strictly adhered to the policy of selling its products on one schedule of prices to all. These prices are based on the quantity of the purchase and are published in our catalogs, price lists and pamphlets.

COKER'S PEDIGREED SEED COMPANY
HARTSVILLE, S. C.

LEADING GROWERS REPORT THEIR RESULTS WITH COKER'S VICTORGRAIN 48-93 OATS

AMERICUS, GA.

June 20, 1951

"I have been planting Coker's oats for the past 5 years. Last fall I planted 32 acres of your new Victorgrain 48-93 oats during the last week in October. In spite of the severe winter, these oats came through with very little damage to the stand and considerably better than any other variety on my farms. I averaged 84 bushels per acre on the 32 acres, of which 22 acres is rolling land and could not be considered very good for growing oats. On the other 10 acres which is better land I averaged 105 bushels per acre. . . .

"I consider Victorgrain 48-93 the best oats I have ever planted and certainly plan to plant my whole crop in them next year.

"I also planted 12 acres of Coker's Coastal Wheat which averaged 39 bushels per acre, which is the best wheat yield I have ever made."

—Pickett Seed Co., by Dick Morgan

LELAND, MISS.

June 1, 1951

"Since 1933 I have planted Coker's Oats, and in the fall of 1950 I seeded about 25 acres to your new Victorgrain 48-93 Oats. I also am growing another oat as a means of comparison and for one thing your 48-93 is much better in lodge resistance.

"This 25 acres were planted October 16, 1950; as they began to germinate we had our first frost and heavy rains. I thought this field was a complete loss after the January ice and snow and a temperature of about 10 degrees below zero. When I applied my fertilizer, I put 200 nitrate by plane; within six days I had the most beautiful prospect with 48-93 than any other on the place.

"I can't say too much for this fine oat that you bred for the South. Keep the good work up, and worlds of luck to you, Dr. Wilds."—C. Romine

CHINA GROVE, N. C.

R. L. Patterson, prominent farmer of China Grove, Rowan County, N. C., reported yield of 112 bushels per acre on 5 acres Victorgrain 48-93 oats.

CORDELE, GA.

June 13, 1951

"48-93 is the best oat I have ever planted. They stood the cold of our severe winter and extremely dry weather later on. I expect to plant my entire crop in 48-93 next fall."—T. E. Fletcher

HARTSVILLE, S. C.

June 18, 1951

"On June 6th I finished harvesting and weighing 60 acres of your strain 48-93 Victorgrain oats and the yield was 93.5 bushels per acre. The 60 acres was comprised of three fields on which the average yields were as follows: 32 acres 92.5 bushels, 11 acres 84.3 bushels, 17 acres 101.4 bushels, and I am very much pleased with the outturn of this crop. The 32 acres followed cotton except for about 4 acres of soybeans, the 11 acres followed corn and the 17 acres followed soybeans. . . .

"I have grown your Victorgrain oats for a number of years and have been well pleased with each strain but the 48-93 is, I believe, substantially better than any strain of this variety you have yet produced. The 48-93 strain seems to be very resistant to diseases prevalent in this area and to cold. The tillering is very good and the stalks appear to be very strong and resistant to lodging. I certainly feel that you have a very good oat in your 48-93 strain of Victorgrain."—F. W. Atkinson

YAZOO CITY, MISS.

June 1, 1951

"Your Victorgrain 48-93 Oats are, in my opinion, the best oats that I have ever grown—they are even better than the Victorgrain that I have been growing for the last ten years.

"I planted my 48-93 the latter part of November, had a hard freeze on them just after they came up; even with that and too much rain early I'm still going to make the best oat crop I ever made. In fact, they will make between 90 and 100 bushels per acre.

"I have checked close all year. I think they have had no rust or other diseases. If I had gotten a rain two weeks ago, my yield would have been at least 120 bushels per acre."—W. T. Clark, Jr.

SEARCY, ARK.

June 16, 1951

"I am writing you to state that my 48-93 Victorgrain Oats are the best oats on my farm, no rust, stiff straw, and large heads.

"I planted 47-27 Coker's Wheat in December with good results. The wheat will combine 30 bushels per acre with no fertilizer and with a good crop of lespedeza on the ground."—Porter R. Rodgers, M.D.

GEORGE J. WILDS ROBERT R. COKER EDGAR H. LAWTON
PRES., TREAS. & GEN. MGR. VICE-PRES. & SECRETARY VICE-PRESIDENT

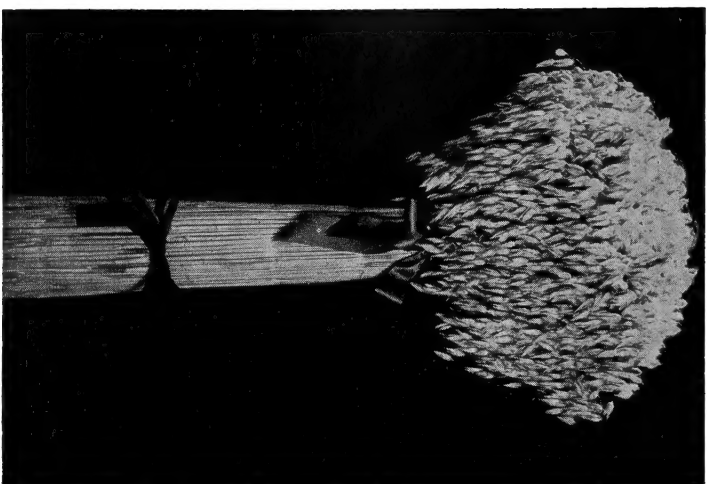
COKER'S PEDIGREED SEED COMPANY

DAVID R. COKER (1870-1938) FOUNDER



HARTSVILLE, SOUTH CAROLINA

1951 SEASON



COKER'S PEDIGREED FALL GRAINS